

## **Steven Gaythorpe**

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### **Profile**

Experienced in online content development with extensive knowledge of the marketing industry and the technology, automotive, FMCG, finance and public sectors, including local and national government.

### **Key Skills**

**Online Experience** – strategic understanding of what works online; applied to business objectives. Understanding of full range of digital delivery mechanics with the ability to advise on what works when.

**Web Development** – knowledge of web development technologies, HTML, XHTML and CSS, experience of mapping out information architecture and website navigation, expert in using Content Management Systems.

**Copywriting** – create clear and concise copywriting. Expert in writing for the web. Creation and use of tone of voice. Making difficult concepts easy to understand. Targeted at both B2B B2C.

**Communication** – successful communication for a wide range of clients, including targeted email and SMS campaigns.

**Accessibility** – successful and usable amalgamation of utilisation of accessibility guidelines. Good working knowledge of W3C Web Standards.

### **Career Achievements**

- Creating the world's first whisky brand website ([www.laphraoig.com](http://www.laphraoig.com)) and whisky portal ([www.scotchwhisky.com](http://www.scotchwhisky.com)).
- Managing the creation of retail environments for The Famous Grouse and The Macallan.
- Devising the "ALL CHANGE" campaign for Nexus Metro, Newcastle.
- Creation of successful tourism campaign for Newcastle Gateshead Initiative.

## **Experience**

**October 2008 - Now**

### **WEB PRODUCER – FREELANCE**

Copy and content for a range of clients, in a range of media; articles, marketing, concepts and consultation, on a local, national and international level.

Responsibilities:

- Client management
- Sales
- Skills renewal
- Business management

**December 2008 – Now**

### **ASSOCIATE PRODUCER – ZENDEH**

Fundraising, grant applications, organising tours, accounts and budget development, organisational development, business planning.

Responsibilities:

- Fundraising
- Staff management
- Pay role / Cashflow
- Reporting to board

**October 2007 – October 2008**

### **SENIOR COPYWRITER - GARDINER RICHARDSON**

Concepts and copy for online, print, TV and radio campaigns, branding and naming exercises.

Responsibilities:

- Creative copywriting
- Client management
- Staff management / mentoring
- Skills renewal

**December 2006 – October 2007**

### **COMMERCIAL PRODUCER – TALK 107FM**

Writing and producing commercials for Edinburgh-based speech radio station. Managing team of writers, sales, budget management, meeting monthly sales targets.

Responsibilities:

- Scriptwriting
- Advert production
- Sales targets
- Staff management

**March 2003 – December 2006**

**ONLINE PRODUCER - FREELANCE**

Creating tantalising and informative copy, writing technical guidelines and specs, developing successful websites and digital campaigns; copy for radio campaigns.

**January 2001 – March 2003**

**CONTENT MANAGER - DOWCARTER**

Copy editor, feature writer, project manager, budget control, client liaison, content management, editorial commissioning, audio and video production, search engine optimisation, workshop leader.

**March 1997 – January 2001**

**WEB EDITOR - CLEAR CUT**

Copy editor, feature writer, client liaison, content management, editorial commissioning, audio and video production, search engine optimisation.

**September 1996 – March 1997**

**WEB DEVELOPER - REALISE**

Constructing web sites, setting and editing the copy, liaising with clients for briefings/approval.

**Client Experience**

Nexus/Metro

South Tyneside Council

The Famous Grouse

Highland Park

Old Pulteney

Carling

Tennents

Bank of Scotland

William Grant & Sons

Toyota

UK Trade and Industry

The Blind School

Isos Housing Group

Fabrick

NewcastleGateshead Initiative

Dell

The Macallan

Black Bottle

Glenfiddich

Channel 4 Ideasfactory

Tesco Personal Finance

Honda

The Edrington Group

Lloydspharmacy

Acas

Edinburgh Lothian Tourist Board

Newcastle University Business School

**References**

Available upon request